



ADS CENTER

Resource Center to Address
Discrimination and Stigma

BRIDGING THE GAP BETWEEN WHERE WE ARE AND WHERE WE NEED TO BE

U.S. DEPARTMENT OF HEALTH
AND HUMAN SERVICES
Substance Abuse and Mental Health
Services Administration
Center for Mental Health Services

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Summary

'Mental Health is For Everyone' Banner Campaign, Evanston, IL

Brief Description

The *Mental Health is for Everyone* anti-stigma banner campaign was developed and implemented by the Mental Health Association of the North Shore (MHANS) in Evanston, Illinois. The campaign, initiated by a group of concerned citizens, focuses on educating the North Shore community about mental health issues and mental health advocacy. Recognizing an additional need for information and services, MHANS members also strive to educate the community about children with mental illnesses. MHANS is affiliated with the Mental Health Association of Illinois, the National Mental Health Association, and the United Way.

Situation

In the late 1990s, mental disorders ranked as the second most common reason for hospitalization in the state of Illinois and, in particular, for residents of Evanston. Health statistics demonstrated a pressing need for more mental health education and more advocates representing the rights and requirements of individuals and families affected by mental and emotional disorders. MHANS already existed to make mental health a priority in Evanston and throughout the North Shore community; however, the goals and programs of the organization needed more visibility in order to promote more positive changes in public attitudes toward mental illness.

Solution

In May of 2005, MHANS created and launched an anti-stigma street banner campaign. The campaign staff arranged to hang a number brightly colored banners throughout the North Shore. The banners bear the message that "Mental Health is for Everyone."

Results

To date, the street banner campaign has received excellent feedback from the community and the local government, and has raised an additional \$7,000 in order to maintain the project. The campaign is slated to continue for at least another year and a half, with banner displays being approved in five other local communities. Plans are being made to hang banner displays in more communities in the hope of

reaching a far greater audience and further dispelling the stigma of mental illness.

Contact

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The SAMHSA ADS Center is a program of the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services.

About the SAMHSA ADS Center

SAMHSA's Resource Center to Address Discrimination and Stigma (ADS Center) helps people design, implement and operate programs that reduce discrimination and stigma associated with mental illnesses. With the most up-to-date research and information, the ADS Center helps individuals, organizations and governments counter such discrimination and stigma in the community, in the workplace, and in the media.

Subscribe to receive our electronic quarterly news and event update, *Mental Health News You Can Use...*, by sending an e-mail to stopstigma@samhsa.hhs.gov, or by calling an ADS Center representative at 800-540-0320. To comment on the materials included in this document, please send e-mail to stopstigma@samhsa.hhs.gov, or write a letter to Resource Center to Address Discrimination and Stigma Associated with Mental Illness; Informational Updates; 11420 Rockville Pike; Rockville, MD 20852. To unsubscribe from our electronic distribution list using the subscribed e-mail account, click [here](#). To unsubscribe your address from a different e-mail account, send a message to Majordomo@listserve.shs.net with the following command in the message body: unsubscribe stopstigma [Your E-mail Address].

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